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| **Physical Activity**  **Briefing produced by Public Health England’s East of England Health & Wellbeing Team – April 2019 (V1.03)** |

This briefing paper has been produced by Public Health England’s East of England Health and Wellbeing Team. It is designed to provide easy access to key reference points and useful resources around the physical activity agenda and will be updated on a regular basis as new information becomes available. The information in each section is presented chronologically, with the most recent first.

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| National policy and reports |

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**Transforming Cites: The Potential of Everyday Cycling**

Bike Life is the UK’s biggest assessment of cycling in cities and is delivered by Sustran. This [**report**](https://www.sustrans.org.uk/sites/default/files/file_content_type/bike_life_transforming_cities_the_potential_of_everyday_cycling_report_2019.pdf) (**January 2019**) estimates that 34,000 incidences of eight conditions, including type 2 diabetes, stroke, breast cancer and depression, would be prevented in seven major cities between 2017 and 2040, if cycling increased at rates like those seen since the millennium in London.

**Can professional football clubs deliver a weight management programme for women: A feasibility study**

This [**BMC Public Health published article**](https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-018-6255-2) (**December 2018**) explored the feasibility and acceptability of a Football Fans in Training for Women programme for weight loss.

**The Activity Trap: Disabled People’s Fear of Being Active**

This [**report**](http://www.activityalliance.org.uk/how-we-help/research/the-activity-trap) published by Activity Alliance (**October 2018**) and commissioned by Dwarf Sports Association UK shows that almost half of disabled people fear losing the benefits they receive if they are seen to be physically active. Other key findings include the majority of those in the study would like to be more active and think its important and national figures show disabled people are currently the least active in society.

**Everybody Active, Every Day: National Framework for Physical Activity**

This is a national, evidence-based approach to support all sectors to embed physical activity into daily life. PHE has co-produced this [**framework**](https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life) (**October, 2014**) with over 1,000 national and local leaders, drawing on an international evidence base. It identifies the need for action at a national and local level, across four domains: creating a social movement to become a more active society; creating the right environments; moving professionals to advise and support and finally, moving at scale and the role of the local authorities. Since this publication an [**update**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/601298/Everybody_active_every_day_2_years_on.pdf) was released (**February 2017**) which considers the adoption and progress across the four domains.

To support this framework, an evidence summary around the health benefits of [**10 minutes brisk walking**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/639030/Health_benefits_of_10_mins_brisk_walking_evidence_summary.pdf) every day was added in **August 2017;** a summary of a rapid evidence review for the general health benefits of [**muscle and bone strengthening and balance activities**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/721874/MBSBA_evidence_review.pdf) in adults and older adults, in **July 2018** and in **October 2018**, a summary of a rapid evidence review for the general health benefits of [**physical activity for disabled adults**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748126/Physical_activity_for_general_health_benefits_in_disabled_adults.pdf) was published.

**Childhood Obesity: A Plan for Action**

Given that childhood obesity is one of the biggest problems regarding the country’s health, the Government published the [**childhood obesity plan**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/546588/Childhood_obesity_2016__2__acc.pdf) in **August 2016**. From evidence and expert opinion informing the plan, it identified a key issue to tackle childhood obesity: food and drink that children consume must be healthier and for many, less calorific. The document noted physical activity several times such as the Soft Drinks Industry Levy being invested into programmes to encourage physical activity, such as through schools. This policy document marked the beginning of a national ambition to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030.

In **July 2018,** the [**‘Childhood obesity: A plan for action, Chapter 2’**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/718903/childhood-obesity-a-plan-for-action-chapter-2.pdf)followed and outlined what has been done since the plan was first introduced; key actions the Government is hoping to take and many examples of good practice. Elements directly relating to physical activity also feature, such as reviewing how children are being engaged in physical activity during their school day; promoting a national ambition for primary schools to engage in a new ‘Active Mile’ initiative around physical activity, such as the ‘[**Daily Mile**](https://thedailymile.co.uk/)’ and investing monies into supporting cycling and walking to school.

An [**impact assessment document**](https://www.gov.uk/government/publications/childhood-obesity-plan-for-action-chapter-2-equality-assessment#history) (**August 2018**) addresses the policy intentions set out by the Government in the ‘Childhood Obesity: A Plan for Action, Chapter 2’, and the effects on those people with protected characteristics.

**Obesity, Healthy Eating and Physical Activity in Primary Schools**

Following on from the 2016 ‘Childhood Obesity: A Plan for Action’, Ofsted were commissioned to conduct a [**thematic review**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/726114/Obesity__healthy_eating_and_physical_activity_in_primary_schools_170718.pdf) into what actions schools are taking to reduce childhood obesity (**July 2018**).

**All Our Health**

The PHE [**All Our Health framework**](https://www.gov.uk/government/collections/all-our-health-personalised-care-and-population-health) (**first published 2015, but evolving with latest updates in June 2018**) is a framework of evidence to help healthcare professionals in England understand and maximise the impact on improving health outcomes and reducing health inequalities. Since the publication of this framework, PHE has published a resource [**about the framework**](https://www.gov.uk/government/publications/all-our-health-about-the-framework/all-our-health-about-the-framework) and another piece of guidance around applying ‘All Our Health’ in relation to [**physical activity**](https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health). This guidance explains the need for promoting physical activity; actions providers can take; understanding local needs; measuring impact and other useful resources.

**Going the distance: Exercise professionals in the wider public health workforce**

This [**joint report**](https://www.rsph.org.uk/our-work/policy/wider-public-health-workforce/going-the-distance.html) from the Royal Society for Public Health and ukactive (**April 2018**) explores how fitness professionals could play a larger role in supporting the public’s health. The research highlights the need for local authorities, CCGs and GP surgeries to establish closer working relationships with fitness venues to ensure a more joined up approach. The report calls for GP drop-in and stop smoking services within gyms and leisure centres to help improve access to health improvement service and take the pressure off local health facilities.

**Global Action Plan on Physical Activity**

The World Health Organisation has published a new [**global action plan**](http://www.who.int/ncds/prevention/physical-activity/gappa) (**2018-2030**) to help countries scale up policy actions to promote physical activity, in response to requests for updated guidance and feasible policy actions to increase physical activity in all ages. The plan sets out four objectives and has 20 policy action recommendations, applicable to all countries addressing cultural, environmental and individual determinants of inactivity.

**A Healthier Workplace: Workplace Wellbeing White Paper**

Nuffield Health was commissioned by Sport England to conduct a systematic review of the literature surrounding the impact of workplace interventions to increase levels of physical activity. A [**report**](https://www.nuffieldhealth.com/about-us/our-research) was produced (**2018**), outlining an evaluation of the interventions that UK employers may wish to consider when looking to support their employees to lead a more active life.

**Cycling and Walking Investment Strategy**

This Department for Transport [**document**](https://www.gov.uk/government/publications/cycling-and-walking-investment-strategy) (**April 2017**) sets out the Government’s ambition for cycling and walking as a natural choice for shorter journeys, or as part of longer journeys by 2040. It also highlights actions for the short term and what actions have already been taken.

**Physical Inactivity and Sedentary Behaviour**

In **March 2017**, the British Heart Foundation produced a [**report**](https://www.bhf.org.uk/informationsupport/publications/statistics/physical-inactivity-report-2017) using the latest health statistics in order to provide a review of the levels of physical activity and sedentary behaviour in adults in the UK, taking into account the Government’s recommended targets for adults.

**Providing Physical Activity Interventions for People with Musculoskeletal Conditions**

Arthritis Research UK published this [**report**](https://www.arthritisresearchuk.org/policy-and-public-affairs/policy-reports/physical-activity-report.aspx) in partnership with the Department of Health, Public Health England and NHS England (**March 2017**). This report highlights the importance of physical activity interventions for those with musculoskeletal conditions and the resources that local commissioners, authorities and providers can use to support people with musculoskeletal conditions to be physically active.

**Sport England: Towards an Active Nation**

As part of the ‘Sporting Future’ strategy set out in December 2015 (detailed below), Sport England published their [**strategy for 2016-2021**](https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf) which has set out how they will contribute towards the aims and ambitions of ‘Sporting Future’.

**Sporting Future: A New Strategy for an Active Nation**

In **December 2015**, the Government published this [**strategy**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf) for sport and physical activity; the first of its kind for 13 years. This strategy builds on the evidence base detailed in the ‘Everybody Active, Every Day’ framework and takes on an outcomes-based approach to the investment of physical activity and sport based on the contribution they make to five key outcomes: physical wellbeing; mental wellbeing; individual development; social and community development and economic development. This cross-government strategy aims to tackle the high levels of inactivity in the country and outlines what needs to be delivered.

**Change4Life: Evidence Review on Physical Activity in Children**

PHE published this [**rapid evidence review**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/440747/Change4Life_Evidence_review_26062015.pdf) (**July 2015**) which details literature on the behavioural, physiological, psychological and social outcomes of participating in physical activity in children who are 5-11 years old and also provides information around the strength of the evidence for each of the outcomes.

**Impact of Physical Activity and Diet on Health**

The House of Commons Health Select Committee published this [**report**](https://publications.parliament.uk/pa/cm201415/cmselect/cmhealth/845/845.pdf) in **March 2015** around the impact of physical activity and diet on a person’s health and wellbeing and then the Government wrote a [**paper**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/445984/Cm_9001_accessible.pdf) in **July 2015,** in response to the conclusions and recommendations of their report.

**Start Active, Stay Active**

This UK-wide [**report**](https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers) from the four Chief Medical Officers (**July 2011**) is aimed at people who design and implement policies and programmes promoting physical activity, containing guidelines around the frequency, duration and type of physical activity required by different age ranges in order to achieve general health benefits.

**Data, guidance, infographics and toolkits**

**General Practice Physical Activity Questionnaire**

This [**questionnaire**](https://www.gov.uk/government/publications/general-practice-physical-activity-questionnaire-gppaq) published by the Department of Health and Social Care is a validated screening tool used in primary care to assess the physical activity levels of adults aged 16 to 74 years. This is used to determine whether interventions to increase levels of physical activity should be offered.

**Physical Activity Tool**

This [**tool**](https://fingertips.phe.org.uk/profile/physical-activity) was produced by PHE and provides local data alongside national comparisons on physical activity, including walking and cycling, as well as the data around risk factors and conditions such as obesity and diabetes. This tools presents the data at a local level to help promote physical activity, develop understanding and to support the benchmarking, commissioning and improvement of services.

**Start Active, Stay Active Infographics**

These [**infographics**](https://www.gov.uk/government/publications/start-active-stay-active-infographics-on-physical-activity) (**first published July 2016**) relate to the ‘start active, stay active’ report (detailed on page 3) by the UK’s four Chief Medical Officers for the NHS and the UK Physical Activity Guidelines (July 2011, detailed below). The infographics explain the physical activity required to achieve general health benefits for different age ranges and outlines duration, frequency and type of physical activity required. In **June 2017**, an infographic around physical activity for pregnant women was added to the series and in **October 2018** an infographic around physical activity for disabled adults was also added.

**Activity Alliance Ten Principles Film**

Activity Alliance, formerly The English Federation of Disability Sport, supported by Sport England, released a [**film**](https://www.youtube.com/watch?v=wp-CF8IhqUU) (**June 2018**) to guide providers to deliver more inclusive and appealing opportunities in sport, for individuals with disabilities, to enable them to be and stay active for life.

**Statistics on Obesity, Physical Activity and Diet**

This [**statistical report**](https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-obesity-physical-activity-and-diet/statistics-on-obesity-physical-activity-and-diet-england-2018) presents information on obesity, physical activity and diet which was published by NHS Digital in **April 2018** and relates to a reporting period of 31 March 2016 to 31 December 2017. It includes intelligence around physical activity levels in adults and children and there are links to the data tables and a data visualisation tool. Previous years statistical releases can be found [**here**](https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-obesity-physical-activity-and-diet).

**Business in the Community Toolkit: Physical Activity, Healthy Eating and Healthier Weight**

A healthier workforce can be in work for longer, take less time off work and be more productive. This [**toolkit**](https://wellbeing.bitc.org.uk/all-resources/toolkits/physical-activity-healthy-eating-and-healthier-weight-toolkit-employers) (**March 2018**) details free resources for employers to help them achieve a healthier workplace environment, with one area focusing on physical activity. It contains case studies and evidence around best practice and practical actions that be implemented by employers.

**Patterns and Trends in Child Physical Activity**

PHE has produced this [**presentation**](https://app.box.com/s/og3q86aqejc99okxe9xyvpfvo21xai21/file/272485231365) of the latest data on child physical activity which was published in **February 2018.** It contains the physical activity guideline infographics as detailed below in start active, stay active, as well as data and trends across England and other PHE physical activity resources.

**Health Economic Assessment Tool (HEAT) for Walking and Cycling**

World Health Organization published this [**tool**](http://www.heatwalkingcycling.org/) to help conduct an economic assessment of walking or cycling’s health benefits. In [**2017, an updated methodology and user guide**](http://www.euro.who.int/en/health-topics/environment-and-health/Transport-and-health/publications/2017/health-economic-assessment-tool-heat-for-walking-and-for-cycling.-methods-and-user-guide-on-physical-activity,-air-pollution,-injuries-and-carbon-impact-assessments-2017) was published to include considerations to the health effects of road crashes and air pollution and the effects on carbon emissions.

**Workplace Health Needs Assessment**

PHE and Healthy Working Futures published this [**needs assessment tool**](https://www.gov.uk/government/publications/workplace-health-needs-assessment) (**September 2017**) providing information and practical advice for employers around workplace health and how to carry out a health needs assessment, no matter the type or size of the employer. This resource has a discrete section around physical activity in the workforce.

**Health Matters: Your Adult Physical Activity Toolkit**

This [**blog post**](https://publichealthmatters.blog.gov.uk/2016/07/19/health-matters-your-adult-physical-activity-toolkit/) (**July 2016**) by PHE details the national physical activity framework, including the four domains of action – active society, moving professionals, active environments and moving at scale – and associated resources and guidance.

**Working Together to Promote Active Travel: A Briefing for Local Authorities**

This PHE [**briefing**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/523460/Working_Together_to_Promote_Active_Travel_A_briefing_for_local_authorities.pdf) (**May 2016**) is aimed at transport planners and public health practitioners and explains the benefits of active travel and details practical actions that local authorities can take, from overall policy to practical implementation.

**Active Design: Planning for Health and Wellbeing Through Sport and Physical Activity**

This [**document**](https://www.sportengland.org/media/3426/spe003-active-design-published-october-2015-email-2.pdf) published by Sport England and supported by PHE (**October 2015**) takes a new look at the opportunities to encourage participation in sport and physical activity through the design and layout of the built environment to promote and support healthier and more active lifestyles.

**What Works in Schools and Colleges to Increase Physical Activity**

This PHE briefing [**document**](https://www.gov.uk/government/publications/what-works-in-schools-to-increase-physical-activity-briefing) (**October 2015**) is aimed at head teachers, college principals, staff working in education settings, directors of public health and wider partners and explains the benefits of physical activity and how schools and college can put these principles into practice.

**Physical Activity Return on Investment Tool**

NICE has produced a [**return on investment tool**](https://www.nice.org.uk/about/what-we-do/into-practice/return-on-investment-tools/physical-activity-return-on-investment-tool) for physical activity (**May 2014**) to enable decision makers to evaluate a portfolio of interventions in their geographical area and model the economic return across time frames to help decision making in local programme planning. There is a supporting [**user guide**](https://www.nice.org.uk/Media/Default/About/what-we-do/Into-practice/Return-on-Investment/NICE-return-on-investment-physical-activity-user-guide.pdf) and [**technical report**](https://www.nice.org.uk/Media/Default/About/what-we-do/Into-practice/Return-on-Investment/NICE-return-on-investment-physical-activity-technical-report.pdf)**,** in addition to a video guide.

**Chief Medical Office’s UK Physical Activity Guidelines**

These [**physical activity guidelines**](https://www.gov.uk/government/publications/uk-physical-activity-guidelines) (**July 2011**) from the Chief Medical Office cover early years, children and young people, adults and older adults alongside corresponding one-page factsheets. They will help with understanding around reducing the risk of ill health associated with inactivity and sedentary behaviours. These guidelines link with the ‘start active, stay active’ report (detailed on page 4) and the ‘start active, stay active’ infographics (July 2016, detailed above).

**NICE Guidelines and Quality Standards**

[**Physical activity: encouraging activity within the general population**](https://www.nice.org.uk/guidance/indevelopment/gid-qs10073) – This quality standard is in development and is expected in **June 2019**.

[**Physical activity: Walking and cycling**](https://www.nice.org.uk/guidance/ph41) **(Last reviewed February 2019)** – This public health guideline details recommendations, tools and resources to help with action to encourage individuals to increase the amount they walk or cycle for travel or recreation purposes.

[**Physical activity in the workplace**](https://www.nice.org.uk/guidance/ph13) **(Last checked January 2019, updates due)** – With the aim to increase the levels of physical activity in working age adults, this public health guideline details how workplaces can encourage employees to be physical active. It includes recommendations, tools and resources to help with the implementation of the guidance.

[**Physical activity: Exercise referral schemes**](https://www.nice.org.uk/guidance/ph54) **(Last reviewed July 2018)** – This public health guideline aims to encourage adults (those who are 19 years and older) to be physically active and details recommendations, tools and resources to help implement the guideline around those who are inactive or sedentary.

[**Physical activity for children and young people**](https://www.nice.org.uk/guidance/ph17) **(Last reviewed July 2018)** – This public health guideline details the promotion of physical activity for those under the age of 18 at home, preschool, school and within the community. It includes raising awareness of the benefits of physical activity, helping families incorporate physical activity into their daily lives, listening to what under 18 year olds want and planning and providing facilities and spaces. It includes recommendations, tools and resources to help deliver on this guidance.

[**Physical activity and the environment**](https://www.nice.org.uk/guidance/ng90) **(March 2018)** – This NICE guideline should be read alongside the physical activity: walking and cycling guideline (detailed below) and it aims to increase the general population’s levels of physical activity through improving the physical environment which will support and encourage physical activity. Recommendations, tools and resources to help implement this guideline are included.

[**Physical activity: Brief advice for adults in primary care**](https://www.nice.org.uk/guidance/ph44) **(Last reviewed March 2016)** – This public health guideline aims to improve health and wellbeing of adults, by raising awareness of the importance of physical activity and encouraging individuals to maintain or increase the level of physical activity in their daily lives. It includes recommendations, tools and resources to help deliver on this guidance.

[**Physical activity: for NHS staff, patients and carers**](https://www.nice.org.uk/guidance/qs84) **(March 2015)** – This quality standard is to encourage physical activity in all people of all ages who are in contact with NHS, either through being a patient, carer or staff member.

**Initiatives and Campaigns**

**Change4Life Train Like a Jedi - PHE and Disney UK Programme**

As part of the ‘Change 4 Life’ social marketing programme to encourage and help families eat well and move more, PHE have teamed up with Disney UK, with the support of Sport England, in 2018, to launch [**‘Train Like a Jedi’**](https://www.nhs.uk/change4life/activities/train-like-a-jedi)**.** This national physical activity programme is designed to increase levels of physical activity using the excitement of Star Wars and its characters. Promotional materials are available for free from the PHE [**resource hub**](https://campaignresources.phe.gov.uk/resources/campaigns/74-train-like-a-jedi-activity-campaign/resources)**.**

**parkrun Practices**

The Royal College of GPs and parkrun UK have launched a [**new initiative**](http://www.rcgp.org.uk/about-us/news/2018/june/parkrun-uk-teams-up-with-rcgp-to-prescribe-active-lifestyles-to-patients-and-practice-staff.aspx) where patients could be ‘prescribed’ outdoor physical activity, in order to improve health and wellbeing. GP practices will be able to become certified ‘parkrun practices’, establishing closer links with their local parkrun, enabling healthcare professionals to signpost their patients and carers to parkrun, especially those who have long-term conditions and/or are inactive.

**PHE One You - Social Marketing Campaign**

Launched in March 2016, ‘One You’ aims to support adults in England to improve their health. It encourages people to assess their lifestyle choices and do something about their own health. ‘One You’ has its own [**website**](https://www.nhs.uk/oneyou) with a range of resources and free [**apps**](https://www.nhs.uk/oneyou/apps/). Promotional materials can be downloaded and ordered for free from the PHE [**resource hub**](https://campaignresources.phe.gov.uk/resources/campaigns/44-one-you)**.**

Under the banner of ‘One You’, PHE launched a new physical activity campaign in March 2017, called [**‘Active 10’.**](https://www.nhs.uk/oneyou/active10/home#RqUKVjEgw3XZCVDe.97)The campaign features a free app to encourage adults to incorporate more physical activity into their day, by going for a brisk ten minute walk every day. Free promotional resources can be found on the PHE [**resource hub**](https://campaignresources.phe.gov.uk/resources/campaigns/60-one-you-active-10)**.**

**Physical Activity Clinical Champions**

PHE are offering free locally tailored training sessions for doctors, nurses and other interested health care professionals in primary and secondary care. These sessions are practical, interactive and based on the latest national and international data, research and evidence. The offer is for one to two and a half hours of CPD material for groups of 20 or more to increase clinician understanding, confidence and expertise for clinical practice. For more information or to book your free sessions email the PHE Team at [physicalactivity@phe.gov.uk](mailto:physicalactivity@phe.gov.uk)

**This Girl Can**

Led by Sport England, the [**‘This Girl Can’**](http://www.thisgirlcan.co.uk/)campaign is aimed to encourage women and children to become more active and help to overcome the fear of judgement that is stopping many girls and women from participating in sport. The Sport England website has [**guidance**](https://www.sportengland.org/our-work/women/this-girl-can/this-girl-can-activation/)on how this campaign can be used and has a link to a toolkit that has been produced, containing promotional materials and branding guidelines.

**Workplace Challenge**

The County Sport Partnership Network-led [**‘Workplace Challenge’**](http://www.workplacechallenge.org.uk/)is a national programme funded by Sport England to engage workplaces in physical activity and sport. You can find resources and promotional materials to download and save on the [**Workplace Challenge**](http://www.workplacechallenge.org.uk/resources)website.